

Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education

Assignment No.: 1

Course:	MBA	Class:	MBA I	Semester:	II
----------------	------------	---------------	--------------	------------------	-----------

Subject:	Marketing Management
-----------------	-----------------------------

Q.1) Attempt ANY ONE of the Following (1000 Words) (10)

- a) Explain Various stages in the evolution of marketing
- b) Discuss the impact economic and social environmental factors on the marketing activities of the firm.

Q.2) Attempt ANY TWO of the Following (800 Words) (12)

- a) Explain core concepts of Marketing
- b) Discuss buying decision process giving examples
- c) Explain the need for segmentation with suitable examples
- d) Explain how channel management can be done effectively.

Q.3) Write Short Notes on (ANY TWO) (08)

- a) Difference between marketing and selling
- b) Product Differentiation
- c) Product Life Cycle
- d) Consumer Behaviour

* * * * *